

# WESTERN VENETIAN BLINDS



WESTERN VENETIAN BLIND COMPANY • NEW YORK • LOS ANGELES



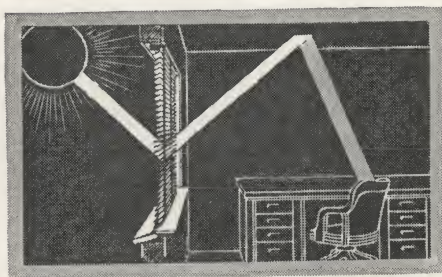


The need of controlled daylight in an office! Spots indicated as 1, 2, 3 and 4 show eye-destroying variations in light intensities, such as glare, a darkened ceiling, "twilight zones," light streaks on floors, walls and desks. Pulling down the common roller shade would uselessly block off a portion of the window area and increase variations in light intensities.

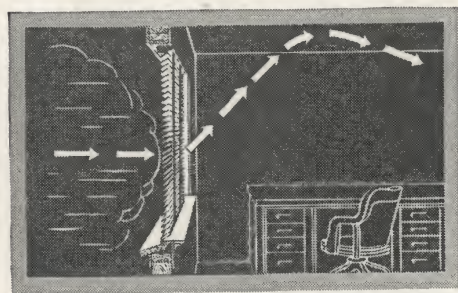


An ideal lighting condition using Western Venetian Blinds! Controlled, diffused, even daylighting on all desk surfaces like the lighting in nature's outdoors—a light ceiling reflecting eye-comforting rays to all corners of the room. All light from the total window area is being used and redistributed evenly throughout the room.

here is- ① controlled daylight!  
② regulated ventilation!



How a Ray of Light Travels via Western Venetian Blinds. Each ray of bright sunshine is reflected to the ceiling and diffused into soft, restful, even daylight, thus eliminating eye-destroying glare.



How an Air Current Travels via Western Venetian Blinds. Air currents are diverted upward by the adjustable slats, thus providing a free circulation of fresh air, yet eliminating draft.

**W**ESTERN Venetian Blinds render a twofold service. First, they control to a precise degree the distribution of natural daylight in any room; second, they regulate ventilation surely and positively.

The acceptance and endorsement of Western Venetian Blinds by architects the world over demonstrates that they have fulfilled the need that has long existed for a window equipment which would perform a scientific service, yet, at the same time, be in keeping with the latest architectural development and treatment.

There is no need of auxiliary equipment when Western Venetian Blinds are specified. They are economical, practical, convenient, dignified and perform a service enthusiastically endorsed by architects, contractors, builders, tenants, owners and managers.

Let our photometric test convince you!

**W**E have devised a simple, yet highly scientific test called the "Photometric Test." The instrument used in this test is a photometer—a scientific instrument which registers the daylight intensities on desks, ceilings, walls, floors—in fact anywhere it is placed. It calibrates foot-candles of light on a dial. These foot-candle readings are then transcribed to countour sheets, telling you instantly which sections of a room are being underlighted, overlighted or which sections are receiving adequate foot-candles of light.

Our illumination experts are ready to make this test, suggest colors of walls, size of windows for various floor areas and orientation of windows, for most effective daylight illumination.

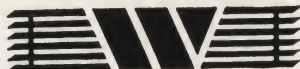
Research work done in the field of daylighting by the WESTERN VENETIAN BLIND COMPANY is available to architects in brochure form.



This photometric test is free to any architect who wishes to learn the truth about daylight illumination in any project under contemplation or construction.

## WESTERN VENETIAN BLIND COMPANY

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NEW YORK, N. Y.



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LOS ANGELES, CALIF.

Eastern Plant: BROOKLYN • LOS ANGELES: Western Plant

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# Where there are windows ...now there can be



IN THE HOME



IN THE OFFICE

## DAYLIGHT . . . WITHOUT GLARE

Western Venetian Blinds permit an even diffusion of light all over the room. Thus, glare, streaked patterns, "twilight zones," dark corners and shadows are eliminated, protecting the eyesight of the occupants of the room.

## VENTILATION . . . WITHOUT DRAFT

Western Venetian Blinds regulate ventilation by deflecting air currents upward. This eliminates drafts without sacrificing fresh air or necessary light. An obvious aid to health, especially in nurseries, bedrooms, schools and hospitals.

## TEMPERATURE CONTROL

Western Venetian Blinds aid in regulating temperature. They shut out heat by deflecting the direct rays of the sun as they enter the room. In winter they keep the room warmth from escaping, the wood slats being an excellent non-conductor of heat. Yet, at all times they permit adequate ventilation.

## ARCHITECTURAL HARMONY

Western Venetian Blinds are now being supplied in a variety of colorful hues, in wood parts, tapes and cords. The present vogue for color suggests a score of new uses to architects, contractors and interior decorators. Western Venetian Blinds in color bring out the true tone values of your decorative plan. The foremost decorators of the country are installing Western Venetian Blinds in many of America's finest homes.

## DISTINCTIVE INTERIOR DECORATION

Western Venetian Blinds provide a soft, perfectly controlled light which enriches and brings out the full color tones of rugs, drapes and furniture in a charming manner. Over seventy color hues to choose from. Our color charts will be brought to you by our representative.

## PRIVACY AND PROTECTION

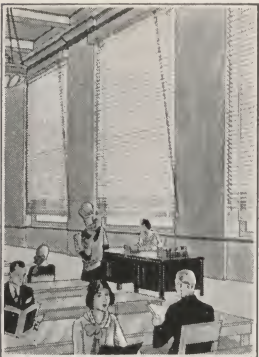
Western Venetian Blinds meet every requirement for absolute privacy. By angling the slats it is impossible for anyone on the outside to see into the room. Street lights, electric signs, etc., cannot be an annoyance at night. In addition, Western Venetian Blinds present a hindrance to burglars, prowlers or housebreakers.

## QUIET

Western Venetian Blinds will not rattle, even in a brisk wind, when furnished with rubber channel guides. They are quiet and perfectly noiseless in operation. Moreover, they shut out traffic noises and other disturbances to a marked degree.

## ECONOMY

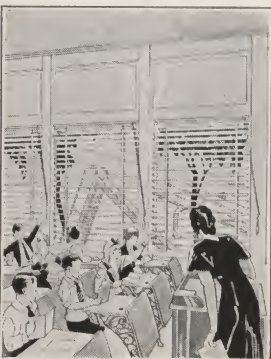
Western Venetian Blinds are economical. The original cost is the only one for a long period of time. Western Venetian Blinds, over a period of fifteen years, cost 46% less than the old obsolete shades and awnings, yet serve the purpose of both. Repairs, winter storage, and frequent replacement are practically unknown where Western Venetian Blinds are used. Cleaned quickly and easily with our exclusive *Vacuum Blind Cleaning Brush*.



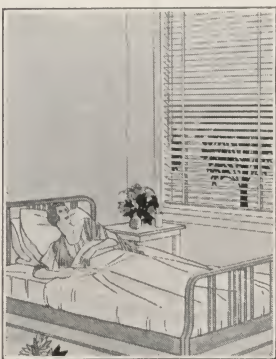
IN LIBRARIES



IN BANKS



IN SCHOOLS

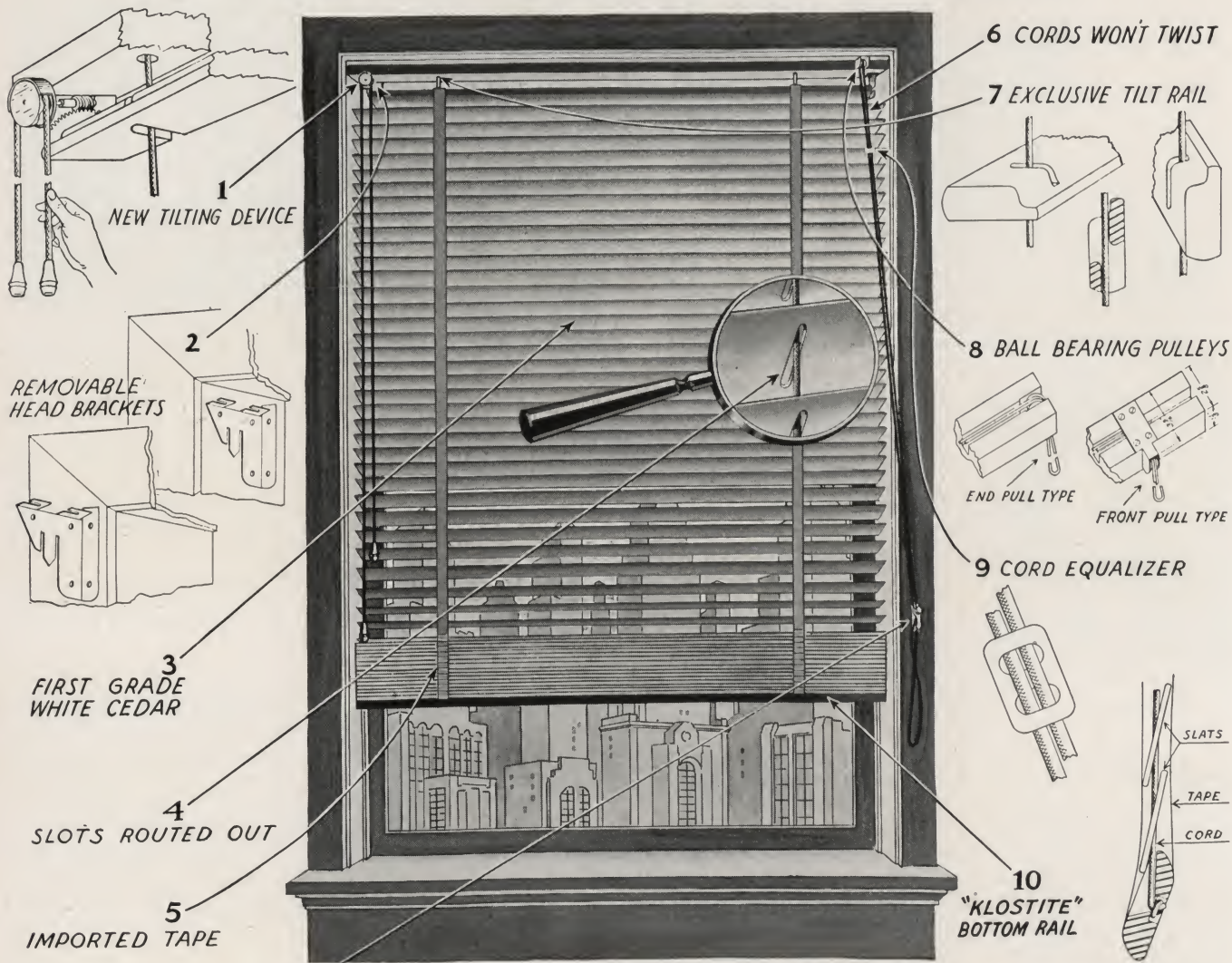


IN HOSPITALS

# WESTERN VENETIAN BLINDS



# 11 POINTS OF STRUCTURAL SUPERIORITY



## NOTE: 11. "AUTO-STOP" CORD BRAKE (EXTRA, OPTIONAL)

This is an exclusive, patented Western Venetian feature. It is an extra, optional attachment which is designed to hold the blind at any desired height without the use of cord holders on the casing. (Due to overhang, cannot be used when blind is placed in pockets.)

### 1. PATENTED TILTING DEVICE

New worm gear tilt, exclusive Western patent, enables you to keep slats firmly in desired position. Even largest blinds tilt easily. Design of hangers permits quick removal of tilt rail and dropping of complete blind, for washing windows.

### 2. INSTALLATION BRACKETS

Make it possible to take entire blind down for renovating and re-install easily without removing brackets.

### 3. FIRST GRADE WHITE CEDAR

Slats and other wood parts are made from clear selected White Cedar, a wood which has a natural grain, nature's preventive against splitting and warping under trying atmospheric conditions. (No seconds used.) Air seasoned and kiln dried in our own plant.

Will not split, break or warp under ordinary usage during entire life of blind.

### 4. SLOTS ROUTED OUT

The slots or holes in the slats through which the cords run are routed by special high speed router, giving a smooth, unbroken edge. (Punched holes have ragged, broken edges which wear out the cords quickly and cause rapid deterioration of the slats.) No punched holes in Westerns.

### 5. IMPORTED TAPE

Tape spun from cotton and linen with cross ladders inter-

woven with main strands. Selected for highest tensile strength and durability.

### 6. CORDS WON'T TWIST

All cords hollow braided  $\frac{1}{8}$  in. diameter, glazed to minimize wear. This assures long life.

### 7. EXCLUSIVE PATENTED TILT RAIL (CORD SAVER)

Tilt rail so bored that blinds pull up freely, minimizing wear on cord, no matter what angle they are tilted—exclusive Western patent.

### 8. BALL BEARING PULLEYS

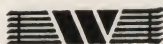
Rollers, over which all lifting cords pass, are steel, double race 22 balls, except where climatic conditions make use of fibre desirable. Even a child can easily raise or lower a Western Venetian Blind.

### 9. CORD EQUALIZER

A special cord equalizer makes blinds raise evenly no matter whether one or both strands are pulled.

### 10. "KLOSTITE" BOTTOM RAIL

Another exclusive Western Venetian Patent. The close tight bottom rail prevents any streaks of light escaping into the room when blinds are closed. By affording complete closure it insures additional privacy and eliminates draft at lower section of blind.





# TYPES OF WESTERN VENETIAN BLINDS

**T**HE types of Western Venetian blinds, illustrated on these pages, are constructed to fit practically every type of window opening, as well as transoms, circles and doors.

Likewise, ornamental openings are readily treated. The facilities of this company for the treatment of unusual and difficult openings are well known.

## TYPE "B"—Single Lift Type (Straight Lift)

For windows less than 48 in. wide and for windows from 48 to 60 in. wide, which contain 35 sq. ft. or less.



A Typical Western Venetian Type "B" Single Lift Blind

**T**YPE "B" Single Lift Western Venetian Blind is ideal for the narrow type window. Type "B" is particularly recommended for homes, apartment houses, hotels and dwellings where narrow windows are used. Type "B" because of its narrow characteristic, is particularly adaptable for striking and individual color effects. Because of this fact, Type "B" installation can readily become the focal point of any room. See opposite page for construction details.

## OSCILLATING ROLLER TYPE

For any size window, width or area. Should be used in all cases on windows containing over 100 sq. ft.



A Typical Western Venetian Oscillating Roller Type Blind Installed in the Building of the A. O. Smith Corp., Milwaukee, Wis.

**O**UR Oscillating Roller Type is designed for very large openings; and for all openings where great ease in operation and freedom from cord replacement is desired. Blinds are lifted by means of a wire cable wrapping about a roller, oscillating to prevent piling up of cable. Roller is operated by one sash cord, winding on operating spools, the cord traveling up with bottom rail, thereby eliminating surplus cord length. Wear and tear is eliminated and life of blind prolonged due to easy and precisely controlled mechanism. Movable parts are enclosed in wood or metal housing with removable front, giving access to working parts, and a finished appearance to top of blind. (See page 5 for details.)

## TYPE "A"—Double Lift Type ("Easy-Lift")

For windows 48 in. or more in width which contain more than 35 sq. ft., and for all windows more than 60 in. wide. Not recommended for windows containing more than 100 sq. ft.



A Typical Western Venetian Type "A" Double Lift Blind

**O**UR type "A" Double Lift Western Venetian Blind is ideal for large windows, such as found in all banks, public buildings, large show windows, dust backs for large windows, hotel lobby windows, libraries, school buildings, etc.

Type "A" blind is raised by four cords. The arrangement of cords causes the blind to raise six inches for each one foot pull. This means a minimum of effort is required to raise the Type "A" blind. Hence, the name "Easy-Lift." See opposite page for construction details.

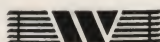
## SKYLIGHT TYPE

For all types of skylights in any size or area.

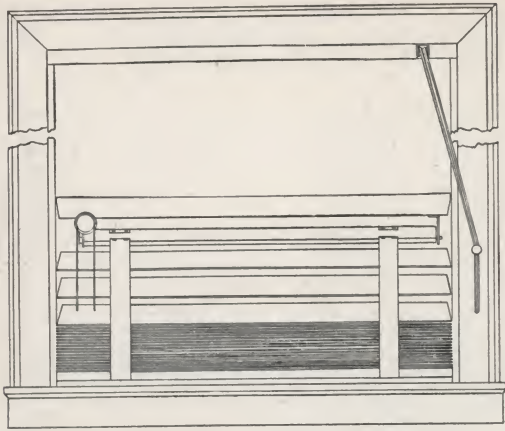


A Typical Installation of Our Skylight Type Western Venetian Blind

**I**N art galleries, museums, architect's drafting rooms, operating rooms of hospitals, laboratories, courtrooms, etc., it is often desired to take advantage of intensified daylight illumination from overhead skylights—ideal interior light sources. For such instances we have designed our Skylight Type Venetian Blind. The Skylight Type blind can be adjusted and synchronized to the changing direction of the sun's rays, or the change of outside light intensities. It will diffuse light evenly on walls, floors and desks and it can be used in conjunction with any of the other types of Venetian blinds installed in the same room. (See page 6 for details.)







## TYPES OF WESTERN VENETIAN BLINDS (Continued)

### TYPE "U" (Bottom Accumulation Type)

**I**NTRODUCING our new Type "U"—Bottom Accumulation Venetian Blind which pulls up from the bottom of a window with the accumulation of slats at the bottom, the pull cords running through channel guides. Suitable for windows less than 48 in. wide, and for windows from 48 to 60 in. wide which contain 35 sq. ft. of area or less. (May be used on wider windows wherever Type "A" is suitable, if exposed cords are not an objection.)

Permits same diffusion of light and control of ventilation found in other Western Venetian Blinds. In addition, permits the upper part of a window to be completely uncovered, throwing a high intensity of light toward the ceiling for redistribution. Type "U" is especially valuable in school rooms, etc., located in climates where dark days are prevalent, or in other rooms where high intensities of light are desired without glare.

### COLOR SELECTIONS FOR WESTERN VENETIAN BLINDS

**W**ESTERN Venetian Blinds can be supplied in any color to match the decorative scheme of any room.

The greatest efficiency in light control is derived from Western Venetian Blinds lacquered in colors that do not absorb the light, such as aluminum, the various shades of ivory or the very light shades of other colors.

If it is necessary to employ dark colors for a Western Venetian Blind in order to harmonize with the color scheme of a room, it is desirable to specify two-tone slats, making the surface of the slat which faces the window and reflects the sunlight, a cream color. The other side of the slat, as well as the hardware and bottom and top rails, which are seen from within, may then be lacquered the dark color desired without losing the important sunlight reflection qualities.

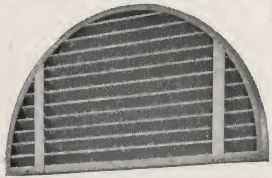
The following table gives the comparative reflection values of various colors:

|                |     |                    |     |
|----------------|-----|--------------------|-----|
| Aluminum ..... | 84% | Sage Green.....    | 40% |
| White .....    | 80% | Sky Blue.....      | 35% |
| Ivory .....    | 70% | Olive Green.....   | 20% |
| Buff .....     | 65% | Cardinal Red ..... | 20% |
| Black.....     | 5%  |                    |     |

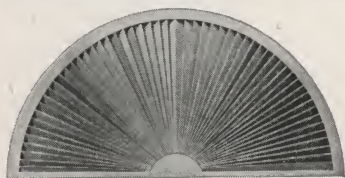
The difference between the percentages given and 100% indicates the light absorption.

Western Venetian Blinds are also supplied with cords and tapes in harmonizing colors to match the room and the color of the blinds. This is a point to remember when specifying colored Western Venetian Blinds.

### IRREGULAR SHAPED TYPES WITH STATIONARY SLATS (Non-operating)



**TYPE "F"**—This irregular shaped type is often called a "circle-head" blind. Designed primarily to cover the curved or irregular arched openings above the rectangular parts of windows and doors. This type of blind is made with stationary slats tilted to a 45 degree angle, housed into a solid circular laminated frame  $\frac{5}{8} \times 1\frac{1}{4}$  in. in section.



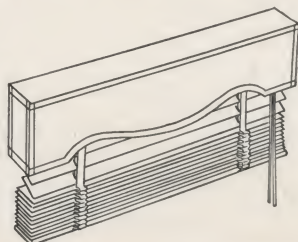
**TYPE "SUNB"**—This type carries the same specifications as Type "F" with the following additions: The

slats are all fanned out from a common center. With this extreme rigidity there is no need for tapes or center supports. This fan type design is one of great beauty and may be used effectively in the interior decorative scheme of a large room with circle-head windows or doorways.

### METAL OR WOOD VALANCES (Extra, Optional)

**I**N keeping with the modern architectural usage Western Venetian Blinds can be equipped with metal or wood valances, depending upon the type of interior decoration used, and upon the type of blind installed.

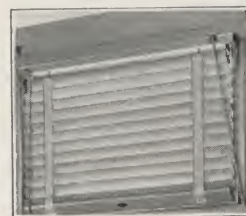
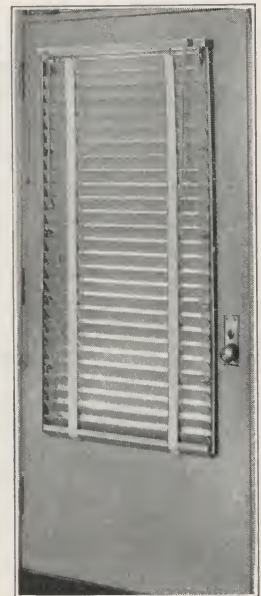
These valances embody the finest type of workmanship and fit in admirably with any architectural decorative scheme. Where necessary, special valances can be made upon order. These metal or wood valances can be made to harmonize with the draperies and other parts of the decoration of the room.



### TYPE "B" SINGLE LIFT WITH CHANNEL GUIDES, APPLIED TO DOORS AND TRANSOMS

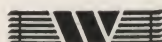
**T**HIS type of blind, illustrated on the right, is equipped with Channel Guides which hold the blind firmly against the window or door frame when the transom is operated. They likewise prevent the blind from flapping when doors are operated. Channel Guides facilitate the regular operation of the blinds. They may be tilted or raised and lowered the same as other blinds. The slat width for this installation usually conforms to that of other blinds in room.

In transoms the installation is also equipped with Channel Guides. It is also frequently desirable to equip transom blinds with a tilt rod instead of a cord. This can be done easily and it provides less interference with the action of the door than where a cord is used.



### WIDTH OF SLATS

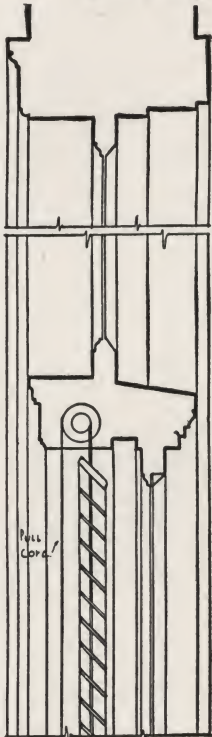
**W**ESTERN Venetian Blinds are made with standard slat widths of 2 $\frac{3}{4}$ , 2 and 1 $\frac{1}{2}$  in. This applies to all types used in industrial, commercial, and residential installations. The 2 $\frac{3}{4}$ -in. slat width is most effective in reflecting light and controlling ventilation and is also extremely attractive. Often narrower slats are believed to give a better effect and 2-in. or 1 $\frac{1}{2}$ -in. slats can be furnished.



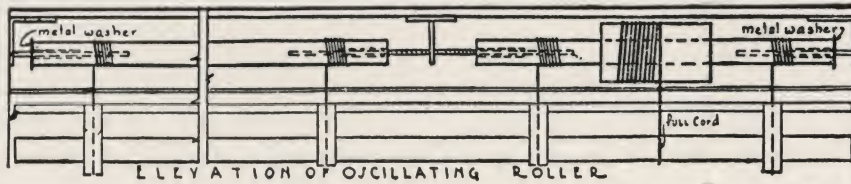


# TYPES OF WESTERN VENETIAN BLINDS (Continued)

## ① TYPE "LO" (LARGE OSCILLATOR)



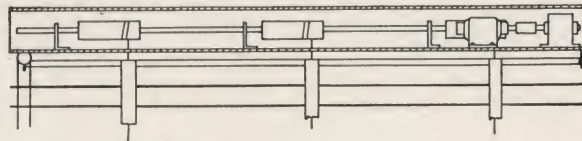
DETAIL OF BLIND OPERATOR CONCEALED IN TRANSOM.



ELEVATION OF OSCILLATING ROLLER

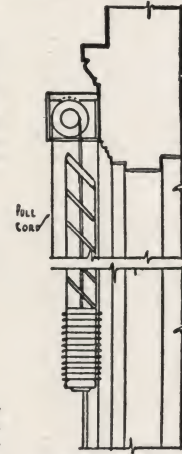
### TYPE "LO" (Large Oscillating Roller Blinds) (Installation shown on page 3)

Requisite for windows containing over 100 sq. ft. Standard as to slats, ladder tape, cord and finish. Lifted by  $\frac{1}{8}$  in. flexible wire cables wrapping over roller designed to oscillate by sash cord winding on operating spool. Working parts should be housed in a wooden case attached to wall over window. Note arrangement of roller as shown in cut. Blinds containing up to 135 sq. ft. require a housing  $4\frac{1}{2} \times 4\frac{1}{2}$  in. Blinds over 135 sq. ft. require a housing of  $5\frac{1}{2} \times 5\frac{1}{2}$  in.

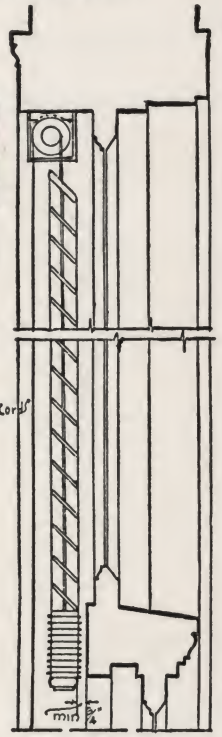


### DETAIL OF MOTOR DRIVE OSCILLATOR (Extra, Optional)

A mechanically perfect device which makes the raising and lowering of blinds used in large openings purely automatic. Working diagram shown above depicts an electric motor with the proper hp. to satisfactorily lift the blind, the power of which is transmitted to the roller through a series of worm gears. Remote switch control is employed. Blinds can be stopped at any desired height instantly. Motor drive oscillator is extra, optional equipment. Recommended for only the largest type "LO" installations.

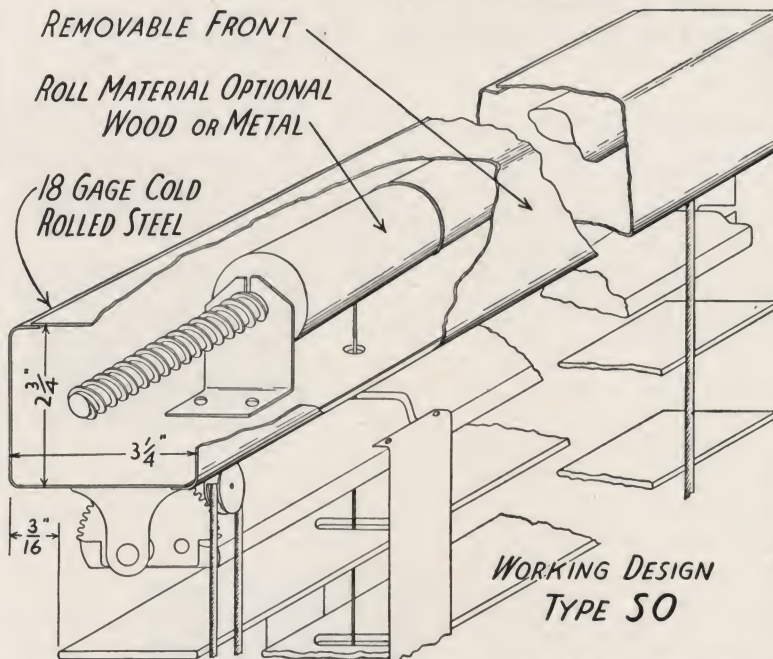


DETAIL OF BLIND ON FACE OF CASING.



DETAIL OF BLIND OPERATOR CONCEALED AT HEAD.

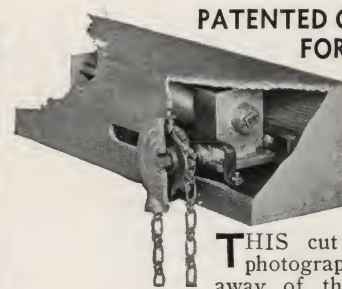
## ② TYPE "SO" (SMALL OSCILLATOR)



WORKING DESIGN TYPE SO

SUITABLE FOR ANY WINDOW UP TO 48" IN WIDTH CAN BE USED ON WINDOWS UP TO 72" IN WIDTH WHICH CONTAIN LESS THAN 45 SQUARE FEET

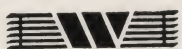
### PATENTED CHAIN LIFT FOR TYPE "LO"



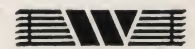
THIS cut illustrates a photographic break-away of the Chain Lift which may be employed on large, heavy types of "LO" (Large Oscillator) Western Venetian Blinds, when desired. (An optional extra.) It shows the oscillating roll box, shaft bearing, oscillating screw, lifting chain, sprocket wheel, worm gear housing and drive shaft. Insures easy, finger tip control of the raising and lowering of very large types "LO" blinds.

### DETAIL OF TYPE "SO" (Small Oscillator)

COMBINES the ease of operation feature, of all oscillating types, with mechanical perfection designed to take care of smaller windows. Type "SO" is lifted by a  $\frac{1}{8}$ -in. flexible wire cable working on the oscillating roller and operated by pull of the sash cord winding on roller. The cutaway section on the left shows the removable front feature, which gives immediate access to all working parts. The housing case is lacquered to match color of the blind. A splendid type of blind, practical in design for long life and freedom from repairs.

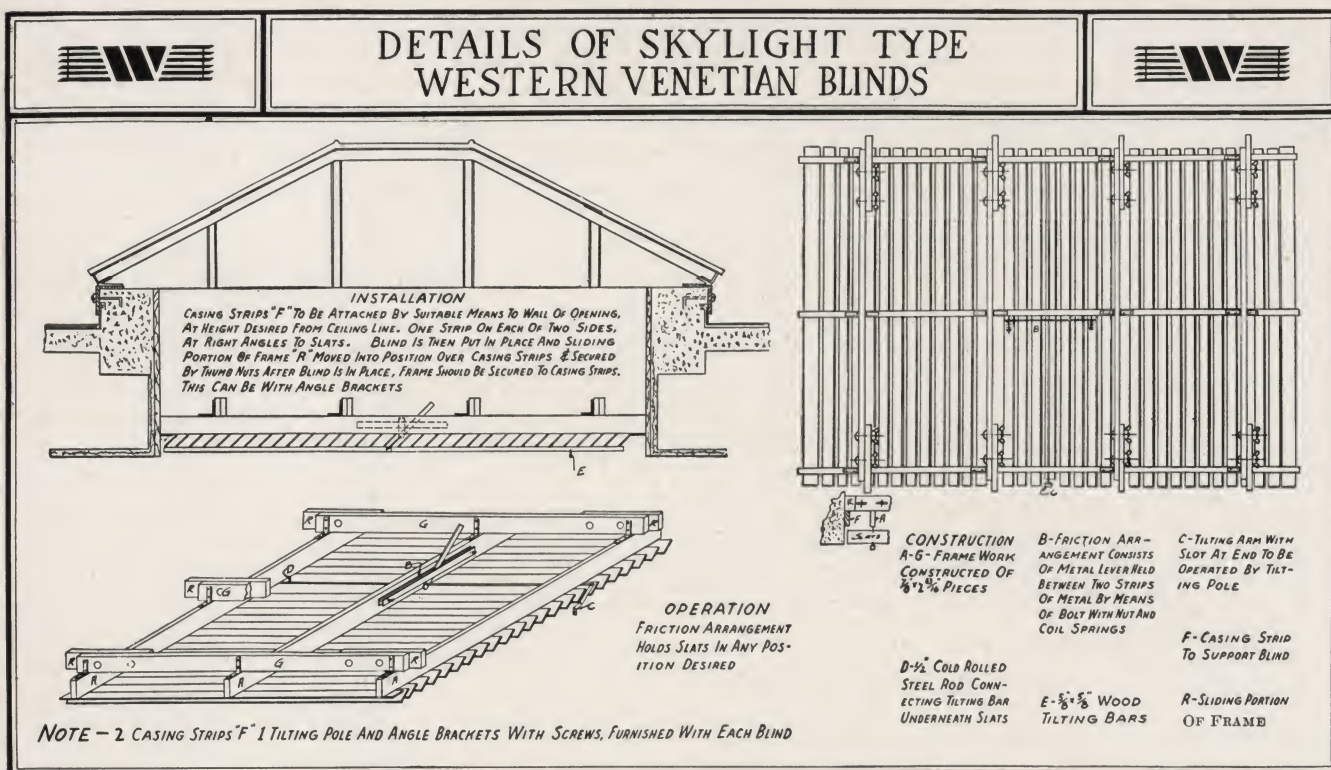


DETAIL OF OSCILLATING TYPES WESTERN VENETIAN BLINDS





# TYPES OF WESTERN VENETIAN BLINDS (Continued)



## MISCELLANEOUS INFORMATION WESTERN VENETIAN BLINDS



A Special Easy-cleaning Feature of Western Venetian Blinds

### SPECIAL EASE IN CLEANING WESTERN VENETIAN BLINDS

Cut to the left shows how easy it is to wash windows or clean and repair Western Venetian Blinds. It can be done in the twinkling of an eye by simply lifting the blind out of the patented hangers. The blind can then be lowered and the windows cleaned or repaired. Not necessary to loosen bolts, screws, etc.

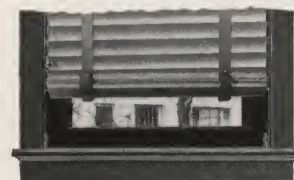
### POINTS TO REMEMBER

It should be remembered that Western Venetian Blinds combine all the functions of awnings and window shades and provide important, additional services not performed by either shades or awnings.

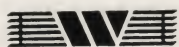
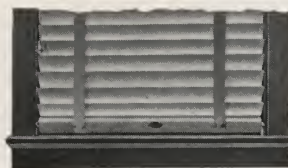
Also that Western Venetian Blinds permit the use of the entire window for ventilation and lighting instead of blocking off uselessly, a portion of it. Drafts are directed upward and away from occupants of the room by angling of the slats.

### HOLD-DOWN BRACKETS

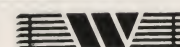
These Hold-Down Brackets shown here serve a twofold purpose: (1) When the blind is pulled down and fastened securely they offer hindrance against



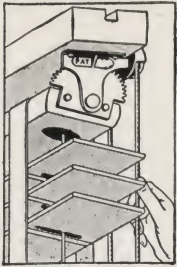
intrusion. (2) They check annoying wind sway of the blind when it is down. (Optional equipment for all movable types of Western Venetian Blinds.)



**MISCELLANEOUS INFORMATION WESTERN VENETIAN BLINDS**







**EXCLUSIVE, PATENTED, WORM GEAR TILT HANGER**

Keeps slats locked securely in any desired position. Worm gear ratio enables operator to easily place slats at exact angle required. Design of segment permits instant removal of tilt rail and dropping of blind to facilitate cleaning and repair of windows.

WORM GEAR TILT

**ECONOMY VENETIAN BLINDS**

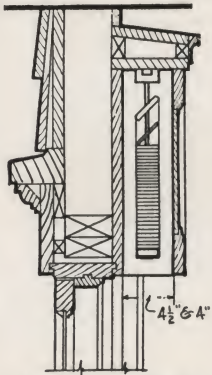
**D**ESIGNED primarily to meet the demand for a blind where high quality and excellence are not required, the Economy Venetian Blind has been placed on the market to be offered where price is the governing factor in the installation.

Particularly adaptable in the commercial field where the blinds in the job number more than forty. Can be obtained in "A" and "B" types only, with 2 3/8-in. slats. Specifications may be had upon application. Worm gear tilt and other important Western features are, of course, not available on this blind because of low price.

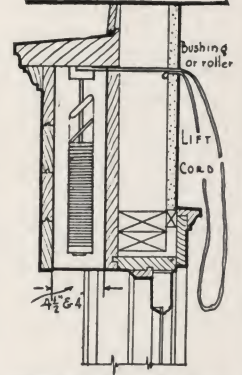
**DATA FOR USE IN DESIGNING POCKETS**

| TYPE                       | MINIMUM POCKET WIDTH |          |              | ACCUMULATED SPACE                                |                                                  |                                              |
|----------------------------|----------------------|----------|--------------|--------------------------------------------------|--------------------------------------------------|----------------------------------------------|
|                            | 2 1/4" SLATS         | 2" SLATS | 1 1/2" SLATS | 2 1/4" SLATS                                     | 2" SLATS                                         | 1 1/2" SLATS                                 |
| "A"                        |                      |          |              | 1 1/4" For EACH FOOT IN BLIND HEIGHT PLUS 3"     | 1 1/2" For EACH FOOT IN BLIND HEIGHT PLUS 3"     | 2" For EACH FOOT IN BLIND HEIGHT PLUS 3"     |
| "B"                        | 4 1/2"               | 4"       | 4"           |                                                  |                                                  |                                              |
| "SO" OSCILLATOR            | 4 1/2"               | 4"       | 4"           | 1 1/4" For EACH FOOT IN BLIND HEIGHT PLUS 4 1/4" | 1 1/2" For EACH FOOT IN BLIND HEIGHT PLUS 4 1/4" | 2" For EACH FOOT IN BLIND HEIGHT PLUS 4 1/4" |
| "LO" OSCILLATOR 4 1/2" BOX | 5"                   | 4 1/2"   | 4 1/2"       | 1 1/4" For EACH FOOT IN BLIND HEIGHT PLUS 6 1/4" | 1 1/2" For EACH FOOT IN BLIND HEIGHT PLUS 6 1/4" | 2" For EACH FOOT IN BLIND HEIGHT PLUS 6 1/4" |
| "LO" OSCILLATOR 5 1/2" BOX | 6"                   | 6"       | 6"           | 1 1/4" For EACH FOOT IN BLIND HEIGHT PLUS 7 1/4" | 1 1/2" For EACH FOOT IN BLIND HEIGHT PLUS 7 1/4" | 2" For EACH FOOT IN BLIND HEIGHT PLUS 7 1/4" |
| "U"                        | 4"                   | 3 1/2"   | 3 1/2"       | 1 1/4" For EACH FOOT IN BLIND HEIGHT PLUS 4"     | 1 1/2" For EACH FOOT IN BLIND HEIGHT PLUS 4"     | 2" For EACH FOOT IN BLIND HEIGHT PLUS 4"     |

"AUTO-STOP" CORD BRAKE NOT TO BE USED IN POCKETS



SECTION SHOWING BLIND CONCEALED INSIDE OF ROOM



SECTION SHOWING BLIND CONCEALED OUTSIDE—OPERATING FROM ROOM

Through the use of the data chart on the left, architects are able to design pockets to take care of the accumulation and to conceal it entirely from view. The cut on the left shows a section where the blind is concealed in a pocket inside of the room. The cut on the right shows a section where the blind is concealed outside, yet operating from the room. (Note: The "auto-stop" cord brake is not to be used in pockets.)

**OPTIONAL EXTRAS  
WESTERN VENETIAN BLINDS**

**① PATENTED RUBBER LINED CHANNEL GUIDES**

Supplied with any type of blind. Being rubber lined, the slat clips placed on each fifth slat of the blind, slide noiselessly in the channel guides and prevent billowing and swinging of the blind. Furnished in steel, sprayed the color of the blind, or solid aluminum.

**② PATENTED NOISELESS CHANNEL GUIDES**

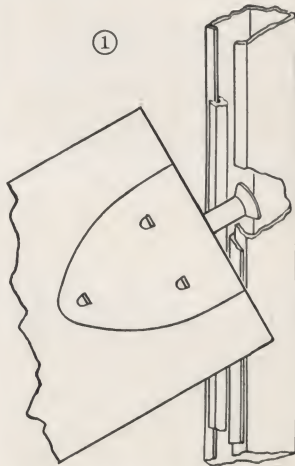
Another view of the rubber lined channel guide showing our exclusive, patented noiseless feature.

**③ STANDARD CHANNEL GUIDES**

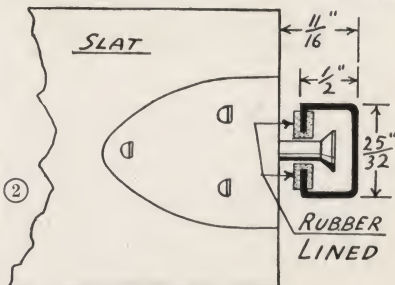
Our standard channel guides are made of solid aluminum. Aluminum slat clips placed on each fifth slat and furnished with tough, fibrous washers, slide in these channels and prevent billowing and swaying of blind.

**④ MITRED BLINDS**

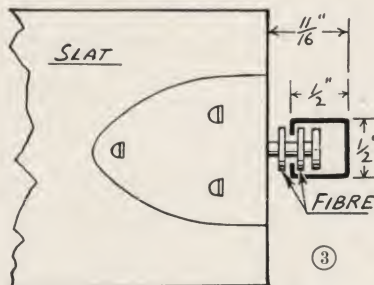
These blinds are designed for conditions where two windows meet at an angle, such as store fronts, etc. Such blinds are mitred to allow free operation of each—maintaining minimum amount of operating clearance and eliminating light streaks.



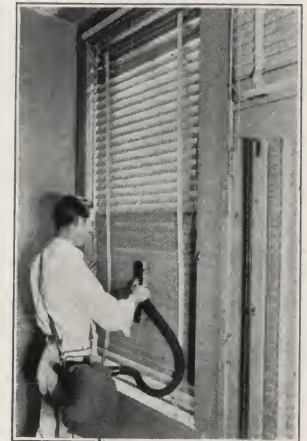
RUBBER LINED CHANNEL



NOISELESS CHANNEL GUIDE  
RUBBER LINED CHANNEL

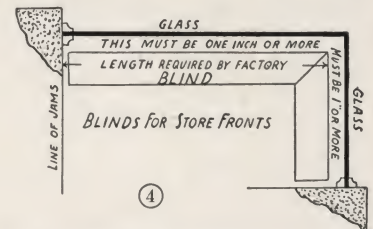


STANDARD CHANNEL GUIDE  
SOLID ALUMINUM

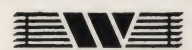


WESTERN BLIND VACUUM  
CLEANING BRUSH

**W**E can now furnish a specially designed vacuum cleaner with special brush for Western Venetian Blinds. Light weight, high speed electric motor furnishes powerful suction, complete with ample tubing and dust collecting bag. Cleans blinds thoroughly, quickly and cheaply. Operates from any electrical outlet. Special Venetian Blind brush is also sold separately for attaching to hose of any vacuum cleaning device.



**MISCELLANEOUS INFORMATION  
WESTERN VENETIAN BLINDS**





# ARCHITECTS' SPECIFICATIONS FOR WESTERN VENETIAN BLINDS

Venetian Blind Specifications for.....Building Address .....

All Venetian Blinds to be manufactured in accordance with following specifications, with necessary hardware, and installed in a workmanlike manner. Brand to be "WESTERN," as manufactured by WESTERN VENETIAN BLIND COMPANY, 2700 Long Beach Ave., Los Angeles, and 101 Park Ave., New York City.

Windows marked on plans. (Select type used.)  
TYPE "A" VENETIAN BLINDS shall be furnished with double lift cord threading, "or easy-lift cord arrangement," as below specified.  
TYPE "B" VENETIAN BLINDS shall be single lift cord threading as below specified.

TYPE "U" VENETIAN BLINDS shall be bottom accumulation type as below specified.

TYPE "SO" VENETIAN BLINDS shall be small Oscillating Roll lift type as below specified.

TYPE "LO" VENETIAN BLINDS shall be large Oscillating Roll lift type as below specified.

TYPE "SKY" VENETIAN BLINDS shall be Skylight Blinds as below specified.

TYPE "F" VENETIAN BLINDS shall be irregular shaped, stationary slat type, as below specified.

TYPE "SUNB" VENETIAN BLINDS shall be Sunburst, as below specified.

## GENERAL SPECIFICATIONS

FOR ALL VENETIAN BLINDS EXCEPT SKYLIGHT (TYPE "SKY"), IRREGULAR SHAPED STATIONARY SLATS (TYPE "F") AND SUNBURST (TYPE "SUNB").

**WOOD PARTS**—All wood parts shall be furnished of clear, selected, air seasoned, kiln dried White Cedar, moulded to size, manufactured from lumber of straight grain, free of defects.

TABLE—SLAT AND RAIL DIMENSIONS, INCHES

| Slat size                         | Head rail                          | Tilt rail                         | Bottom rail                        |                                   |                                   |                                   |
|-----------------------------------|------------------------------------|-----------------------------------|------------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
|                                   |                                    |                                   | Type "A"                           | Type "B"                          | Type "SO"                         | Type "LO"                         |
| $\frac{1}{8} \times 2\frac{3}{8}$ | $1\frac{1}{8} \times 2\frac{3}{8}$ | $\frac{7}{8} \times 2\frac{3}{8}$ | $1\frac{1}{8} \times 2\frac{3}{8}$ | $\frac{3}{4} \times 2\frac{3}{8}$ | $\frac{3}{4} \times 2\frac{3}{8}$ | $\frac{3}{4} \times 2\frac{3}{8}$ |
| $\frac{1}{8} \times 2$            | $1\frac{1}{8} \times 2$            | $\frac{7}{8} \times 2$            | $1\frac{1}{8} \times 2$            | $\frac{3}{4} \times 2$            | $\frac{3}{4} \times 2$            | $\frac{3}{4} \times 2$            |
| $\frac{1}{8} \times 1\frac{1}{2}$ | $1\frac{1}{8} \times 1\frac{1}{2}$ | $\frac{7}{8} \times 1\frac{1}{2}$ | $1\frac{1}{8} \times 1\frac{1}{2}$ | $\frac{3}{4} \times 1\frac{1}{2}$ | $\frac{3}{4} \times 1\frac{1}{2}$ | $\frac{3}{4} \times 1\frac{1}{2}$ |

Projection—Tilting device  $\frac{1}{2}$ ". Front pull device  $\frac{1}{8}$ ".

See table, page 7, for dimension of pocket for concealing slat accumulation.

**SLATS**—To be  $\frac{1}{8}$ " thick, ... wide, smooth rounded edges. (Indicate whether  $2\frac{3}{8}$ ",  $2$ " or  $1\frac{1}{2}$ " wide.)

**HEAD RAILS**—To be  $\frac{1}{8}$ " thick, ... wide, smooth rounded edges on bottom only. (See above table.)

**TILT RAIL**—To be  $\frac{7}{8}$ " thick, ... wide, smooth rounded edges. (See above table.)

**CORD SLOTS**—Cord slots in slats shall be routed (not punched), with high speed router, making clean cut, smooth edges, minimizing cord wear. Slot in tilt rails (cord saver design) to be so drilled that cords move vertically through the rail without friction, permitting blind to be raised and lowered while tilted, without binding on cords. Bottom rail drilled "Klosetite" principle.

**TILTING DEVICE**—Shall be worm gear type, die cast, designed to permit the fullest angle of tilt, and locking slats securely at any angle.

**CENTER SUPPORTS**—Shall be set between tilt rail and head rail on blinds over 48" in width, to prevent sagging and warping of tilt rail. These supports shall be so arranged that full angle of tilt is not restricted.

**CORD EQUALIZER**—Shall be furnished for pull cords, insuring even rise of both ends of blind when lifted.

**HOLD-DOWN BRACKETS**—Shall be furnished to check wind sway. (Optional.)

**AUTO-STOP CORD BRAKE**—Shall be installed, holding blind at any desired height without use of cord holders on casing. (Extra, optional.)

**PULLEYS**—Shall be double race, 22 balls, steel shafts, unless climatic conditions of location of job make fibre pulleys preferable.

**CORDS**—All tilt cords and pull cords shall be  $\frac{1}{8}$ ", of best quality hollow braided and glazed to minimize wear.

**TILT CORD KNOBS**—Shall be furnished of solid aluminum with center groove holding rubber ring bumper.

**HARDWARE**—All hardware to be sprayed aluminum, except tilt cord knobs and cord holders which shall be solid aluminum. (Optional—All hardware shall be sprayed to match color of blind.)

**INSTALLATION BRACKETS**—Where installation conditions permit, utility brackets, for installing blinds on face of casings, or between jambs, shall be used. These brackets shall permit of quick removal of entire blind, without taking off installation brackets.

**HANGERS**—Shall be of type to permit instant removal of tilt rail, and lowering of blind to facilitate washing of window.

**FINISH**—All wood parts shall receive a series of coats of lacquer of pyroxylin base, creating a durable finish. Color shall be WESTERN VENETIAN BLIND COMPANY's color No. .... (See WESTERN VENETIAN BLIND COMPANY's color charts. Mailed upon application.)

**LADDER TAPE**—Shall be furnished with cross ladders interwoven to main strands, spun from cotton and linen, of high tensile strength, free of weaving defects. Color as selected from Western chart.

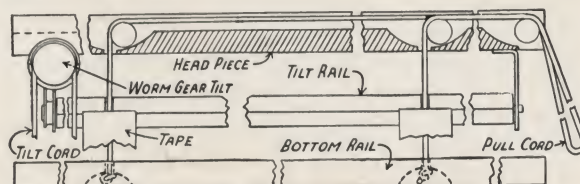
**CHANNEL GUIDES**—Solid aluminum channels  $\frac{1}{2} \times \frac{1}{2}$ " shall be installed, into which solid aluminum slat clips, placed on both ends of each fifth slat, shall slide, preventing billowing of blind. (Extra, optional.)

**RUBBER LINED CHANNEL GUIDES**—Solid aluminum channel  $\frac{1}{2} \times \frac{1}{2}$ ", rubber faced where contacting slat clips, shall be installed, into which solid aluminum slat clips, placed on both ends of each fifth slat, shall slide. Silent operation. (Extra, optional.)

## TYPE "B" VENETIAN BLINDS

(For windows less than 48" wide, and for windows from 48" to 60" wide which contain 35 sq. ft. or less.)

Specifications shall be the same as given above under "General" with following addition: Single lift threading of lift cords shall be employed. (See detail below.)

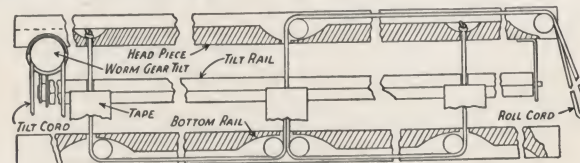


**BOTTOM RAIL**—Shall be  $\frac{3}{4}$ " thick ..... wide. (See table under "General.")

## TYPE "A" VENETIAN BLINDS

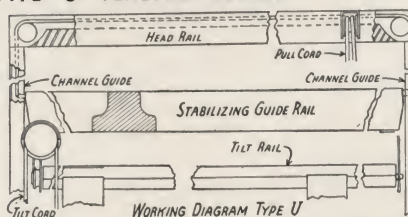
(Double cord threading, or "Easy-Lift.") (For windows 48" or more in width which contain more than 35 sq. ft. and for all windows more than 60" wide. Not recommended for windows containing more than 100 sq. ft.)

Specifications shall be as given under heading "General" with addition of following: Threading of blinds shall be so arranged that double lift threading principle is employed, making for ease in raising blind. (See detail below.)



**BOTTOM RAIL**—Shall be  $1\frac{1}{8}$ " thick ..... wide. (See table under "General.")

## TYPE "U" VENETIAN BLINDS



Bottom Accumulation Type—(Suitable for windows less than 48" wide and for windows from 48" to 60" wide which contain 35 sq. ft. or less.) (If there is no objection to exposed cords, may be used for windows containing up to 100 sq. ft.)

Specifications same as given under "General" with addition of following: Stabilizing guide rail  $1\frac{1}{8}$ " thick x 2" wide shall be furnished from which body of blind shall be suspended. Cords shall operate through side channel guides. Blind shall rise from the bottom.

**BOTTOM RAIL**—Shall be  $\frac{3}{4}$ " thick ..... wide. (See table under "General.")

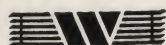
## TYPE "SO" VENETIAN BLINDS

(Small oscillator—see page 5.) (Suitable for windows up to 48" in width, can be used for windows up to 72" in width which contain less than 45 sq. ft.)

Specifications same as given under heading "General," with addition of following: Blind shall be lifted by winding of  $\frac{1}{8}$ " flexible wire cable on oscillating roller operated by pull of sash cord winding about roller itself. This roller shall be encased in an 18-gauge cold rolled steel case,  $3\frac{1}{4}$ " wide x  $2\frac{3}{4}$ " high. This case shall have removable front, giving immediate access to all working parts and be lacquered to match wood parts. The roller shall be ..... (Optional—rolls furnished either in solid wood or metal tubing.)

**BOTTOM RAIL**—Shall be  $\frac{3}{4}$ " thick ..... wide. (See table under "General.")

**FINISH**—Shall be same as specified under heading "General" for other types.



**SPECIFICATION DATA FOR ARCHITECTS  
WESTERN VENETIAN BLINDS**





**TYPE "LO" VENETIAN BLINDS**

(Large oscillator—see page 5.) (Suitable for windows containing 45 sq. ft. or more. Should be used in all cases on window containing over 100 sq. ft.)

Specifications shall be same as given under heading "General" with addition of following: Blind shall be listed by winding of flexible wire cable on oscillating roll operated by pull of sash cord winding about spool of size determined by weight of blind, mounted on oscillating roller. The entire roll shall be in a case. This case shall be provided with removable sections, giving immediate access to all working parts.

**SIZE OF CASE**— $4\frac{1}{2}" \times 4\frac{1}{2}"$  for blinds containing up to 140 sq. ft.  
 $5\frac{1}{2}" \times 5\frac{1}{2}"$  for all blinds containing more than 140 sq. ft.

**BOTTOM RAIL**—Shall be  $\frac{3}{4}"$  thick ...." wide. (See table under "General.")

**CHAIN LIFT**—(See page 5.) Chain operated lifts employing the worm gear principle shall be installed. (Extra, optional.) (Special attachment for Type "LO.")

**MOTOR DRIVE**—(See page 5.) Electric motor of proper hp. rating to satisfactorily lift blind, power of which is transmitted to the roll through a series of worm gears, shall be installed. Control switches shall be installed in a convenient position near the window. All wiring shall be in conduits. (Extra, optional.)

**TYPE "F" VENETIAN BLINDS**

(Stationary blinds for irregular shaped window heads.) (See page 4.)

**FRAME**—Segment shall be laminated wood  $\frac{5}{8}"$  thick, and of a width to accommodate slat width of (specify  $2\frac{3}{8}"$ ,  $2"$  or  $1\frac{1}{2}"$ ) set on an angle of 45 degrees.

**BOTTOM RAIL**—Shall be  $1\frac{1}{8}"$  thick, width to conform to width of segment.

**SLATS**—Shall be notched into perpendicular members spaced not more than  $31"$  apart and covered by tapes. All slat ends shall be fastened securely to segment.

**FINISH**—Shall be same as finish specified under "General for all blinds."

**TYPE "SUNB" VENETIAN BLINDS**

(Sunburst)—Specifications same as Type "F" with following addition: Slats shall be fanned out from common centre, no tapes or centre supports shall be installed.

**FINISH**—Shall be same as finish specified under "General for all blinds."

**TYPE "SKY" VENETIAN BLINDS**

(Skylight Blinds.) (See page 6)—The slats shall be suspended from a specially built frame. This frame shall consist of a series of cross members  $\frac{7}{8}" \times 2\frac{1}{8}"$  of suitable number to prevent sagging. Tilting bars shall be correctly placed at right angles and attached to each slat not more than  $36"$  apart, causing all slats to tilt simultaneously.

**SLATS**—Shall be (specify  $2\frac{3}{8}"$ ,  $2"$  or  $1\frac{1}{2}"$ ) wide.

**FRICTION ARRANGEMENT**—This blind shall be provided with a friction arrangement which will hold slats at any desired angle.

**FINISH**—Shall be same as specified under "General" for other types.

**OPERATING POLE**—Shall be furnished to open and close.

**CHAIN TILT**—Shall be furnished to operate with endless jack chain in place of operating pole, slats being held by friction arrangement. (Optional.)

**WORM GEAR TILT**—These blinds shall be operated by endless jack chain through worm gear arrangement. (Extra, optional.)

# \* A NATION-WIDE SERVICE

THERE IS A WESTERN VENETIAN SALES REPRESENTATIVE  
 NEAR YOU—CONSULT YOUR LOCAL CLASSIFIED DIRECTORY—  
 Telephone Listed Under "Western Venetian Blind Sales Company"

New York, N. Y.

Los Angeles, Calif.  
 San Diego, Calif.  
 Fresno, Calif.  
 San Leandro, Calif.  
 San Francisco, Calif.  
 Sacramento, Calif.

Chicago, Ill.

West Palm Beach, Fla.  
 Jacksonville, Fla.  
 Tampa, Fla.  
 St. Petersburg, Fla.  
 Miami, Fla.

Seattle, Wash.  
 Spokane, Wash.

Austin, Tex.  
 Houston, Tex.  
 Laredo, Tex.  
 Amarillo, Tex.  
 Harlingen, Tex.  
 El Paso, Tex.  
 Dallas, Tex.  
 San Angelo, Tex.  
 San Antonio, Tex.  
 Taylor, Tex.  
 Abilene, Tex.  
 Fort Worth, Tex.  
 Salt Lake City, Utah

Charleston, W. Va.

Detroit, Mich.

New Orleans, La.

Portland, Ore.

Atlanta, Ga.

Birmingham, Ala.

Pittsburgh, Pa.  
 Philadelphia, Pa.

Milwaukee, Wis.

Richmond, Va.

Helena, Mont.

Boulder, Colo.

Kansas City, Mo.  
 St. Louis, Mo.

Baltimore, Md.

Phoenix, Ariz.

Wilmington, Del.

Boise, Idaho.

Reno, Nev.

Cleveland, Ohio  
 Toledo, Ohio

Boston, Mass.

Nashville, Tenn.

Ft. Wayne, Ind.  
 Terre Haute, Ind.

Washington, D. C.

Minneapolis, Minn.

Ancon, C. Z.

Honolulu, T. H.

Buenos Aires, Argentine  
 Republic, S. A.

Maracaibo, Venezuela, S. A.

## LEADERS IN THE FIELD

The WESTERN VENETIAN BLIND COMPANY has been in business for over twenty years.

This company has specialized in the production of Venetian blinds and Western Venetian Blinds are in use in thousands of America's finest office buildings, public buildings, universities and schools, libraries, hospitals, apartments, hotels, banks, residences, stores, show rooms, etc.



## SALES AND SERVICING

Factory representatives give information, quote prices and discuss construction problems connected with Venetian Blinds, without obligation. They also have charge of installation work in their territories and service the product after it is sold. Hundreds of prominent department stores and decorating establishments in America handle Western Venetian Blinds.





Medical Arts Building,  
Dallas, Tex.



49 E. 96th Street Apartments,  
New York City



Medical Arts Building,  
San Antonio, Tex.



A. O. Smith Corp.,  
Milwaukee, Wis.



University of Chicago,  
Chicago, Ill.



Alamo National Bank,  
San Antonio, Tex.



## TYPICAL INSTALLATIONS

### RESIDENCES

O. P. and M. J. Van Swearingen,  
Cleveland, Ohio  
Wm. A. Rockefeller,  
New York, N. Y.  
Mrs. Wm. Fair Vanderbilt,  
New York, N. Y.  
King C. Gillette,  
Calabasas, Calif.  
Mary Pickford,  
Beverly Hills, Calif.  
Herbert Hoover, Jr.,  
San Marino, Calif.  
Eugene O'Neill,  
Sea Island, Ga.  
King Vidor,  
Beverly Hills, Calif.  
Miss Mary Cudahy,  
Santa Barbara, Calif.  
Ring Lardner,  
New York, N. Y.  
Louis B. Mayer,  
Santa Monica, Calif.  
Pierre Du Pont,  
Wilmington, Del., and Florida  
Gloria Swanson,  
Beverly Hills, Calif.

### OFFICE BUILDINGS

Richfield Oil Building,  
Los Angeles, Calif.  
Westinghouse Elec. & Mfg. Co.,  
Various branches  
Pennsylvania R. R. Terminal  
Philadelphia, Pa.  
Cleveland Union Terminal Co.  
Cleveland, Ohio  
Atchison, Topeka & Santa Fe,  
Topeka, Kan.  
40 Wall Street,  
New York, N. Y.  
Bell Building,  
Chicago, Ill.  
General Motors Corp. Building,  
Detroit, Mich.  
Radio Corp. of America,  
New York, N. Y.  
Union Oil Building,  
Los Angeles, Calif.  
Medical Arts Building,  
Dallas, Tex.

### PUBLIC BUILDINGS

Cleveland Public Library,  
Cleveland, Ohio  
U. S. Chamber of Commerce,  
Washington, D. C.  
Beverly Hills City Hall,  
Beverly Hills, Calif.  
State Capitol  
Building,  
Lincoln, Neb.  
Denver City Hall,  
Denver, Colo.

### PUBLIC BUILDINGS—Continued

U. S. Veterans Hospital,  
San Fernando, Calif.  
Huntington Library,  
San Marino, Calif.  
U. S. Post Office,  
Louisville, Ky.  
U. S. Dept. of Agriculture,  
Washington, D. C.

### BANKS

Bank of America,  
Various branches, Los Angeles and  
San Francisco  
Bank of Manhattan,  
New York, N. Y.  
Federal Reserve Bank,  
Various branches  
Merchants Bank & Trust Co.,  
Washington, D. C.  
Hibernia Bank,  
New Orleans, La.  
First National Bank,  
Los Angeles, Calif.  
U. S. National Bank,  
Galveston, Tex.  
German-American Savings Bank,  
Philadelphia, Pa.

### SCHOOLS

University of California,  
Berkeley, Calif.

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A. O. Smith Corp.,  
Milwaukee, Wis.



University of Chicago,  
Chicago, Ill.



Alamo National Bank,  
San Antonio, Tex.

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New York, N. Y.  
King C. Gillette,  
Calabasas, Calif.  
Mary Pickford,  
Beverly Hills, Calif.  
Herbert Hoover, Jr.,  
San Marino, Calif.  
Eugene O'Neill,  
Sea Island, Ga.  
King Vidor,  
Beverly Hills, Calif.  
Miss Mary Cudahy,  
Santa Barbara, Calif.  
Ring Lardner,  
New York, N. Y.  
Louis B. Mayer,  
Santa Monica, Calif.  
Pierre Du Pont,  
Wilmington, Del., and Florida  
Gloria Swanson,  
Beverly Hills, Calif.

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Westinghouse Elec. & Mfg. Co.,  
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Philadelphia, Pa.  
Cleveland Union Terminal Tower,  
Cleveland, Ohio  
Atchison, Topeka & Santa Fe,  
Topeka, Kan.  
40 Wall Street,  
New York, N. Y.  
Bell Building,  
Chicago, Ill.  
General Motors Corp. Building,  
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U. S. Post Office,  
Louisville, Ky.  
U. S. Dept. of Agriculture,  
Washington, D. C.

### BANKS

Bank of America,  
Various branches, Los Angeles and  
San Francisco  
Bank of Manhattan,  
New York, N. Y.  
Federal Reserve Bank,  
Various branches  
Merchants Bank & Trust Co.,  
Washington, D. C.  
Hibernia Bank,  
New Orleans, La.  
First National Bank,  
Los Angeles, Calif.  
U. S. National Bank,  
Galveston, Tex.  
German-American Savings Bank,  
Philadelphia, Pa.

### SCHOOLS

University of California,  
Berkeley, Calif.  
Princeton University,  
Princeton, N. J.  
University of Minnesota,  
Minneapolis, Minn.  
University of Nebraska,  
Lincoln, Neb.  
Cleveland School Board,  
Cleveland, Ohio  
City Schools,  
Salt Lake City, Utah  
Northwestern University,  
Evanston, Ill.

### HOSPITALS

Manhattan Eye, Ear, Nose and Throat  
Hospital,  
New York, N. Y.  
St. Vincent's Hospital,  
Los Angeles, Calif.  
Baptist Hospital,  
Houston, Tex.  
Presbyterian Hospital,  
Philadelphia, Pa.  
Olive View Sanatorium,  
San Fernando, Calif.  
Charles Godwin Jen-  
nings Hospital,  
Detroit, Mich.  
Seaside Hospital,  
Long Beach, Calif.



49 E. 96th Street Apartments,  
New York City



Medical Arts Building,  
San Antonio, Tex.



King C. Gillette Residence,  
Calabasas, Calif.



Pennsylvania Railroad Terminal Building,  
Philadelphia, Pa.



National Union Bank & Trust Co.,  
Jackson, Mich.



Pacific Telephone & Telegraph  
Building, San Francisco, Calif.